CLOUD BASED WEB-TO-PRINT STOREFRONTS

Advanced web-to-print services that are flexible, integrated, mobile, and comparable to systems costing five to ten times as much

Pressero™
web to print. b2b & b2c. ecommerce

DISCOVER THE POWER TO SUCCEED

Pressero™ is a complete, full-featured e-commerce solution that enables you to sell all types of products, including static, personalized, print-on-demand, and inventoried items to all types of consumers, businesses, and organizations. With Pressero, you have the power to succeed with web-to-print.

Too many companies have spent too much time and money on web-to-print solutions, only to fall short of their goals. Software, hardware, training, user acceptance, and workflow integration are all culprits that lead to lengthy implementations and rollouts that fall short of expectations. In the end, you are left wondering why it failed. Was it the solution, or you? What did you need to succeed?

PRESSERO SUPPORTS YOU WITH THE POWER TO SUCCEED.

With a subscription to Pressero, you have all the tools and resources you need to help create and maintain dynamic, compelling web-to-print storefronts that your customers will return to again and again.

THE POWER OF A DYNAMIC AND FLEXIBLE WEB-TO-PRINT SOLUTION

Publish easy-to-use, self-service B2C and private branded B2B storefronts, for a custom look and feel. Pressero's powerful backend administration and production workflow integration makes setting up and maintaining your system a snap.

THE POWER OF MULTIPLE STOREFRONTS

Complement one or more retail B2C stores and informational websites with as many private B2B storefronts as you need, each with its own web address, branding, products, etc. Choose two, three, or unlimited General Purpose B2C storefronts based on your subscription. All subscriptions come with unlimited B2B storefronts. Create niche storefronts targeting particular customers, or to promote your business or the business of your clients.

THE POWER OF VDP, PERSONALIZATION, AND A DYNAMIC ONLINE DESIGNER

Every Pressero subscription from Canon U.S.A. includes eDocBuilder, a tablet-friendly, HTML5-based VDP design tool. Personalize virtually anything with eDocBuilder: wide format, stationery, brochures, labels, etc. eDocBuilder provides instant proofs to your customers and print-ready PDF files to your production workflow.

THE POWER OF AFFORDABLE PLANS THAT FIT YOUR NEEDS

- **Advanced:** the best-priced plan; includes the features and functions for the small commercial printer.
- **Premier:** the plan for medium-to-large commercial printers and in-plant print service providers.
- **Premier** Private: a premier plan for the largest commercial printers and in-plant customers.

THE POWER OF INTEGRATION

Pressero integrates with a wide variety of third-party solutions, allowing you to fully leverage the power of web-to-print into your operation. Use the Automated Workflow integration tool to remove manual touches from your workflow and to reduce costly user errors from order entry to production through shipping and billing.

Get the POWER to succeed today, with Pressero from Aleyant and Canon U.S.A..

Pressero is a complete web-to-print system for your company. Offered on a SaaS basis, it has every web-to-print capability you need in one affordable package!

THE POWER OF A DYNAMIC AND FLEXIBLE WEB-TO-PRINT SOLUTION

- **Award-winning** leader in the development of Web-to-Print software.

- **No major hardware investment** or programming skills needed.

- **SEO tools** to help maximize the positioning and ranking of your stores in search engines.

- **Open architecture** enables connection with third-party applications using Web services (API), cXML, JDF, etc.

- **Numerous partner integrations** with MIS / ERP systems.

- **A SaaS (Software as a Service) model** known for quality, reliability, and value.

- **Bi-weekly updates** help to deliver improvements, new technology, and new capabilities to users.

- **B2C and B2B** storefront flexibilty opens new selling opportunities for you.
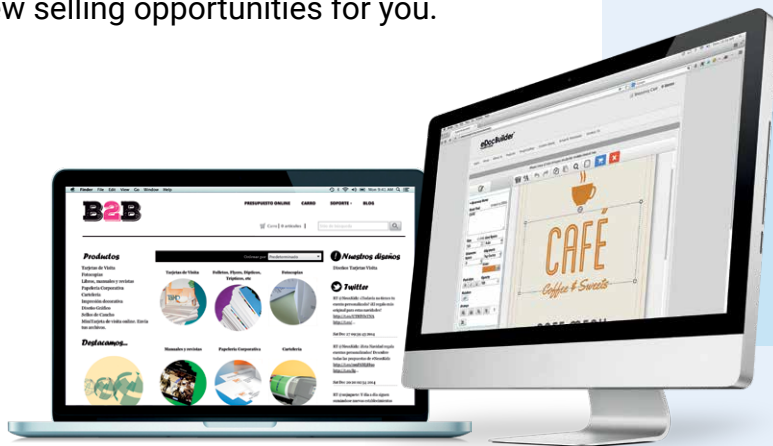
How does it work?

Tailor the buying experience for your customer including user interface, branding, pricing, shipping and payment options. Approval workflows, multi-level permissions, and more.

Plans that fit

Pressero has packages designed to suit your business today and positioned to grow with you in the future.

Markets

Great for in-plant, commercial, digital, offset, flexo, and wide format printing markets, as well as brokers, agencies, designers, and franchises.

Using Aleyant eDocBuilder, your customers can quickly and easily customize, proof, and approve documents from a web browser.
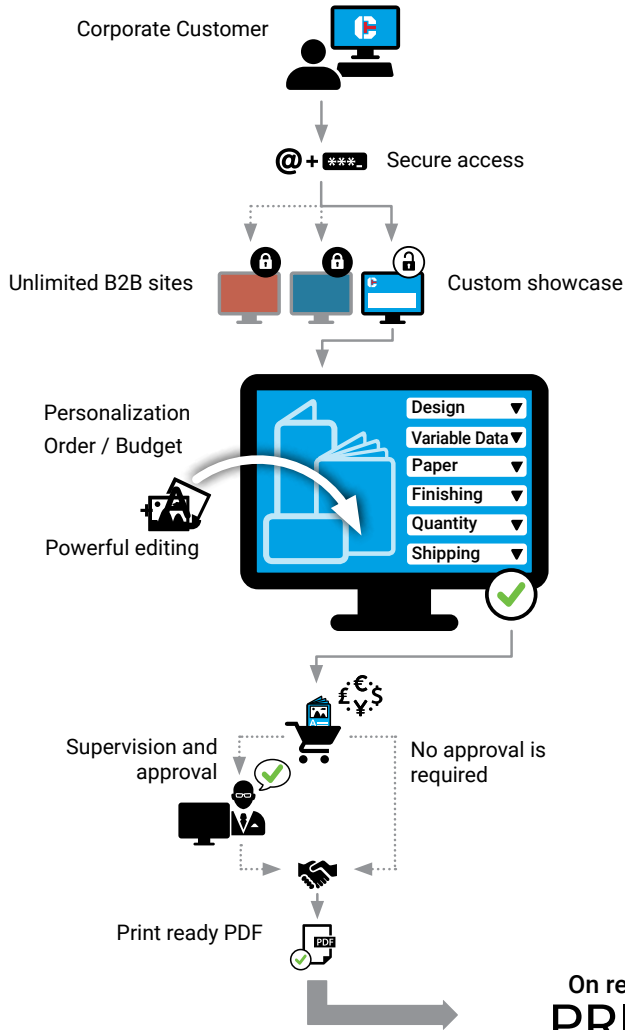
Developed in HTML 5 and CSS3

Compatible with all operating systems and accessible from any device (Responsive)

LEARN MORE
ABOUT PRESSERO AT
USA.CANON.COM/BUSINESS
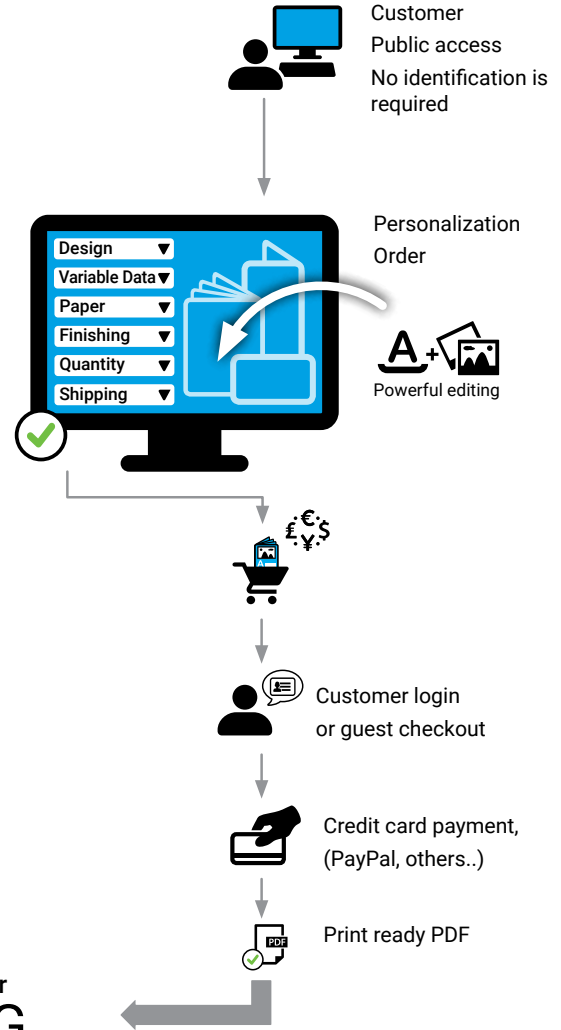
THE POWER OF MULTIPLE STOREFRONTS

Storefronts

Pressero B2B
DEDICATED "BIG BUSINESS" ACCOUNTS

Corporate Customer

Secure access

Unlimited B2B sites — Custom showcase

Personalization
Order / Budget

Powerful editing

Design ▼
Variable Data ▼
Paper ▼
Finishing ▼
Quantity ▼
Shipping ▼

Supervision and approval — No approval is required

Print ready PDF

Pressero B2C
PUBLIC STORES FOR NICHE OR GENERAL MARKETS

Customer
Public access
No identification is required

Design ▼
Variable Data ▼
Paper ▼
Finishing ▼
Quantity ▼
Shipping ▼

Personalization
Order

Powerful editing

Customer login
or guest checkout

Credit card payment,
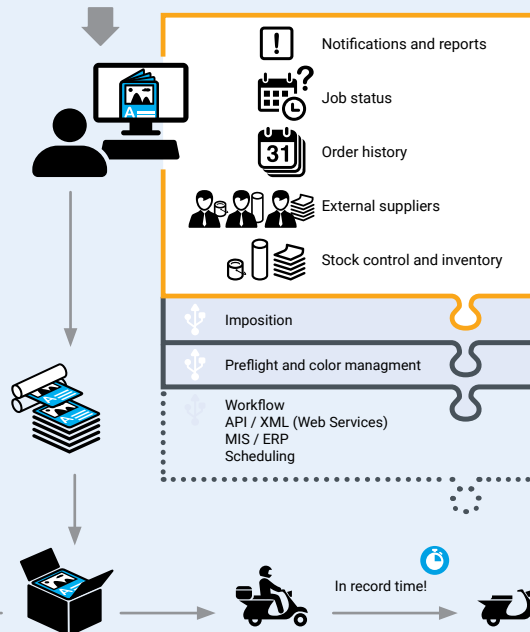(PayPal, others..)

Print ready PDF

On receipt of order
PRINTING

Administration

New order received!

You (or your print vendor) are notified of the new order.
The generated PDF is ready to print.

! — Notifications and reports

Job status

31 — Order history

External suppliers

Stock control and inventory

Imposition

Preflight and color managment

Workflow
API / XML (Web Services)
MIS / ERP
Scheduling

Pressero administration
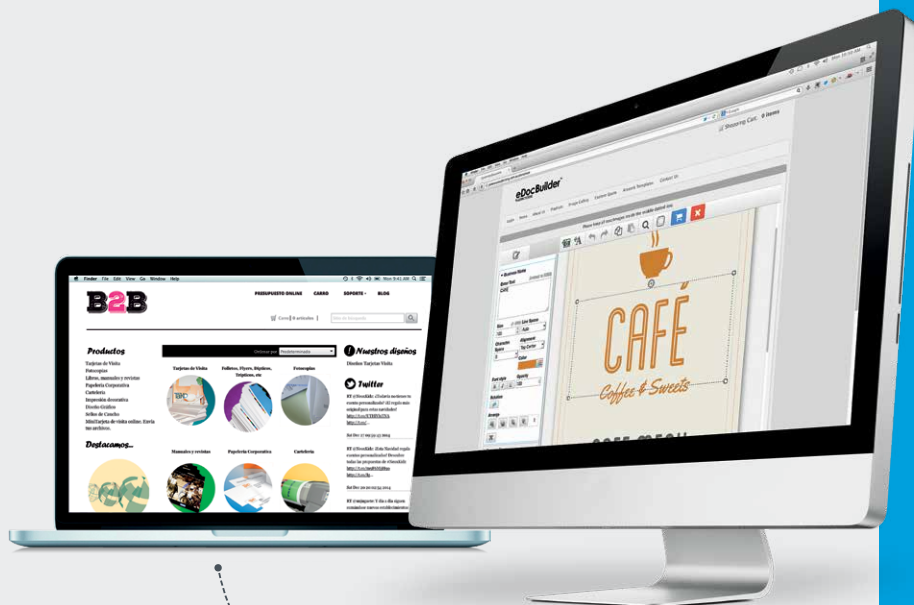One person can quickly and reliably manage orders.

Pressero grows with you
Integration options enable you to increase your productivity and make your work easier as needs grow.

Print and Delivery

Printing and delivery
The job is printed and delivered through the shipping method selected by the customer.

In record time!

In record time!

THE POWER OF VDP, PERSONALIZATION, AND ONLINE DESIGN

Create B2B and B2C online stores adapted and customized to your needs and those of your customers

Every Pressero subscription from Canon U.S.A. includes eDocBuilder

eDocBuilder™
web to print. online design. vdp

Automates prepress and manages variable data with incredible ease

The Power of Pressero

Always Up to Date; Constant Innovation Updates

More than Software; Training, Unlimited Support

Informational Website

Public (B2C) Storefront

Unlimited Private (B2B) Storefronts

Full Customization Fits Your Needs and Your Customer's

Full Integration With Your MIS and Workflow

eCommerce

Instant Pricing Calculators

KEY FEATURES

- Move
- Undo/Redo
- Edit text / font
- Crop Image
- Rotate
- Scale
- Multilayer
- N_1-N_2... Variable Data

THE POWER OF AFFORDABLE PLANS

Besides providing an outstanding ordering experience, PSPs (Print Service Providers) are also interested in the Return On Investment a web-to-print system can deliver based on cost savings. Visit usa.canon.com to get your own ROI Analysis spreadsheet.

PRESSERO FIRST YEAR ROI

Pressero offers a quick return on investment even for PSPs with a relatively low order volume. Using the table below, Return On Investment can be:

- $5,515 for Pressero Advanced with as few as three orders per day.
- $40,927 with as few as 10 orders per day.
- $243,343 with 50 orders per day.

Even if you only achieve break-even and not the results above, the reduction in error rate, increase in customer satisfaction, prolonged customer retention, and more strategic marketplace positioning make Pressero a winning choice.

WEB-TO-PRINT COST SAVINGS: THREE ORDER VOLUME SCENARIOS

The table below highlights cost savings using three order volume scenarios: Low, Medium, and High.

- The examples below correlate an order volume to a Pressero Professional Subscription purely for demonstrative purposes.
- Cost per Hour is fully loaded (includes salary, taxes, benefits, overhead, etc.)
- Intangible improvements NOT included in the ROI calculation help with reduction in error rate, increase in customer satisfaction, prolonged customer retention, and more strategic marketplace positioning.

				Orders per Day:		
				Low 3 Orders	Medium 10 Orders	High 50 Orders
Labor Savings due to Web-to-Print		Time (Min)	Cost (/Hr)	Total Savings	Total Savings	Total Savings
Entering	CSR takes order from customer, enters into MIS	10	$35	$350	$1,167	$5,833
Preparing	Prepress technician prepares customer's order	15	$40	$600	$2,000	$10,000
Proofing	Customer is sent proof of job to approve	5	$35	$175	$583	$2,917
Queuing	Staff queues job for output device	2	$35	$70	$233	$1,167
Statusing	Customer informed of status, shipment tracking	2	$35	$70	$233	$1,167
	Total Monthly Savings (20 days/month)			$1,265	$4,216	$21,084
	Pressero Plan			Pressero Advanced	Pressero Advanced	Pressero Advanced
	Total Annual Savings			$15,180	$50,592	$253,008
	Net Annual ROI, Year 1 (Total Savings less Total Costs)			$5,515	$40,927	$243,343

THE POWER OF INTEGRATION

Connecting the Print Store to Print Production

Eliminating waste to reduce costs is not only about looking at raw materials, but also the time and labor involved in producing a job. Removing "touches" (manual intervention by a person) through automation of order entry, production, shipping, and billing is part of that cost reduction goal.

AUTOMATED WORKFLOW INTEGRATOR

Aleyant's Automated Workflow Integrator (AWI), included with Pressero Premier and Premier Private, is a desktop application that automates online job submission into the production process using hot folders. It integrates the Aleyant Pressero storefront order placement system with backend production workflow systems, helping eliminate the need to manually download and sort orders.

- Connects to your Pressero orders automatically
- Downloads orders on a schedule you set
- Hierarchically applies multiple downloading rules
- Places orders into local or network hot folders
- Filters orders into production workflow based on file types
- Filters orders into production workflow based on attributes for product or equipment requirements
- Creates subfolders for each order item if desired
- Adds download date and time to file names for quality control
- Displays download percentage status bar and activity log
- Lists orders and items processed
- Selectively reprocesses due to rule changes, accidental file deletion by staff
- Mac, Windows, Linux

INCLUDED INTEGRATIONS

Pressero has integrations available with more than 80 vendors. The focus on open architecture and XML-based web services for the Pressero system opens up integration possibilities with MIS, ERP, workflow, and other third-party systems you may already own or decide to buy later. Included with every Canon U.S.A. subscription is one of the following integrations:

- Shipping integration (e.g. FedEx, UPS, etc.)
- Credit card integration (e.g. PayPal, Authorize.net, PayFlow)

Other available integrations include SAML integration (Salesforce.com), Tax Calculators (Avalara and StrikeIron) Preflight and Color Correction, Imposition, Production Management EFI Pace (bi-directional), EFI Printsmith VIsion, and many others.

USE PRESSERO TO ITS FULL POTENTIAL WITH PROFESSIONAL SERVICES FROM CANON U.S.A.

Whether your business is large or small, remaining competitive in the global economy means you need to concentrate on what makes you successful—your core business. When selecting and implementing new technology, a highly skilled technical team makes the difference for a successful deployment.

Canon U.S.A. has the team of experts you need to help you acquire the right technology, solutions, and services for your organization. From pre-sales analysis to post-sales support, our team of technical professionals draws upon decades of technical expertise and real-world experience to ensure you obtain the maximum benefit from your technology investment.

Canon

1-844-50-CANON

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